



Executives of the middle eastern Global Star visit South Africa

Renewed hopes for the coming South African citrus season

South African citrus growers and importers are hoping that the last season, which saw below-average volumes, will be the exception and that a return to normal will be achievable for the 2024 season. Kashif Shahzad, Procurement Manager at Global Star, a Middle Eastern fresh fruits importer, shares his impressions of a recent visit to South African citrus growers.



Kashif says, "The Middle East market relies heavily on the South African citrus supply, alongside the Egyptian origin. Last season, however, we were hampered by a production deficit caused by weather conditions in South Africa. Of the 1.042

million citrus boxes planned for the season, we received 800 thousand boxes. Our visit to South Africa comes in order to get a clearer picture for the next season and to show our support to our growers."

The importer continues: "We had in-depth discussions with many growers, we are reassured to learn that the next harvest is expected to be boosted and that the weather will hopefully be favorable for citrus, with dams full due to the heavy rains of the winter season. We have revised our order forecasts upwards, and are confident of achieving the target of 1.3 million cases of citrus fruit for the 2024 campaign".



The citrus season in South Africa coincides with strong demand in Middle Eastern markets, where excessive midsummer heat encourages the consumption of oranges and juices. It also coincides with the end of the Egyptian and Spanish seasons, while the Moroccan season has not yet begun.

Kashif concludes: "One of the highlights of our visit was the exploration of new opportunities between South African growers and the Middle East market. We identified potential areas for growth and expansion, and look forward to continuing our strong partnership with South African growers and delivering high-quality citrus to the Middle East market."



For more information:

Kashif Shahzad

Global Star

Tel: +966 54 788 8332

Email: Kashif@fresh-globalstar.com

www.globalstar-group.com (<http://www.globalstar-group.com>).

Publication date: Wed 15 Nov 2023

Author: [Youness Bensaid](#)

© FreshPlaza.com



UNI ROBOTICS
Gentle Handling Technology